

We claim:

1. A container comprising:
a first and a second end cap having a cross section,
a central portion coupled to the first and the second end caps, and
5 a merchandising card extending between and secured in position in the end caps.
2. The container of claim 1, wherein the central portion comprises a transparent material.
3. The container of claim 2, wherein the transparent material comprises a thermoplastic.
- 10 4. The container of claim 1, wherein the end caps and the central portion are mechanically coupled.
5. The container of claim 4, further comprising protrusions on the end cap for engaging openings in the central portion.
- 15 6. The container of claim 4, further comprising a protrusion on the central portion for engaging an opening in the end cap.
7. The container of claim 4, wherein the end caps and the central portion are coupled using an adhesive.
8. The container of claim 4, wherein the end caps and the central portion are coupled using tape.
- 20 9. The container of claim 4, wherein each end cap further comprises a groove for accepting the central portion.

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10. The container of claim 1, wherein the end caps and the central portion are frictionally engaged.
11. The container of claim 1, wherein the end caps are molded.
12. The container of claim 1, wherein the central portion comprises a cross section selected from the group consisting of an oval, a circle, an ellipse, a rectangle, and a polygon.
13. The container of claim 1, wherein the merchandising card comprises a plurality of openings.
14. The container of claim 1, wherein the end caps have flat ends [whereby the central portion may be supported in an upright position.]
- 10 15. The container of claim 1, wherein the merchandising card comprises a first and a second end, each end insertable in an opening formed in the end caps.
16. The container of claim 1, wherein the merchandising card comprises a first and a second end, which ends are positionable between protrusions extending from the end caps.
- 15 17. The container of claim 1, wherein the merchandising card comprises a first end, which end is positionable between protrusions extending from the first end cap.
18. The container of claim 17, wherein the merchandising card comprises a second end, which end is insertable in an opening formed in the second end cap.
19. The container of claim 1, wherein the merchandising card carries graphics or indicia.
- 20 20. A container for displaying items, comprising:
a first and a second end cap, each end cap comprising a depression shaped to secure the item to be displayed; and

a central portion coupled to the first and the second end caps.

21. The container of claim 20, wherein the central portion comprises a transparent material.

22. The container of claim 21, wherein the transparent material comprises a thermoplastic.

23. The container of claim 20, wherein the end caps and the central portion are mechanically coupled.

24. The container of claim 23, further comprising protrusions on the end cap for engaging openings in the central portion.

25. The container of claim 23, further comprising a protrusion on the central portion for engaging an opening in the end cap.

26. The container of claim 23, wherein the end caps and the central portion are coupled using an adhesive.

27. The container of claim 23, wherein the end caps and the central portion are coupled using tape.

28. The container of claim 23, wherein each end cap further comprises a groove for accepting the central portion.

29. The container of claim 20, wherein the end caps and the central portion are frictionally engaged.

30. The container of claim 20, wherein the end caps are molded.

31. The container of claim 20, wherein the central portion comprises a cross section selected from the group consisting of an oval, a circle, an ellipse, a rectangle, and a polygon.

32. The container of claim 20, wherein the end caps have flat ends whereby the central portion may be supported in an upright position.

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